

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

☎ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : http://conf.ncku.edu.tw/satu

2015 SATU Presidents' Forum Summer Intensive Program(tentative) Southeast and South Asia and Taiwan Industry-Academia Collaboration

Trend Forum

Venue: International Conference Hall, Kuang-Fu Campus,
National Cheng Kung University (NCKU)

Date: July 8 – July 11, 2015

July 8th (Wednesday)	
Time	Agenda
9:00-9:30	Registration & Social Luncheon Venue: Multi-function Room, 1F, International Conference Hall
9:30-9:50	Opening Ceremony <ul style="list-style-type: none"> ● Opening remarks by Executive Vice President of National Cheng Kung University Dr. Cheng-Hung Huang, Secretary General of SATU Presidents' Forum and Executive Vice President of National Cheng Kung University ● Welcoming Address by IMBA Director Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University ● Welcoming Address by SATU International Secretariat Dr. Ching-Min Chen, Associate Vice President for International Affairs of National Cheng Kung University Venue: Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University
9:50-10:10	Group Photo Venue: Stairs, 1F, International Conference Hall
10:10-10:30	Morning Tea
10:30-11:20	Keynote speech: A Paradigm for Academia-Industry Collaboration in Advanced Manufacturing: AIM-HI Perspective Introduction by Dr. Cheng-Hung Huang, Secretary General of SATU Presidents' Forum and Executive Vice President of National Cheng Kung University Speaker: Dr. Yeau-Ren Jeng, Vice President of National Chung Cheng University Venue: Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University
11:20-12:10	Keynote speech : The General Discussion of Taiwan Current Government-Academia Collaboration in Industry-related projects Introduction by Dr. Ching-Min Chen, Associate Vice President for International

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

☎ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 8th (Wednesday)		
Time	Agenda	
	Affairs of National Cheng Kung University Speaker: Dr. Hui-Mi Hsu , Dean of Engineering School, National Ilan University	
12:10-13:00	Lunch Buffet	
13:00-13:50	Concurrent Sessions	Venue
	Topic: Activation of TLR2 and TLR6 by dengue NS1 protein and its implications in the immunopathogenesis of dengue virus infection Introduction by Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University Speaker: Chu Jang Hann(Justin), Department of Microbiology, National University of Singapore	Room 2
	Topic: A Win-Win Strategy for Academia-Industry Collaboration in Creative Industry: CSUDH Experience Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University Speaker: Dr. Joseph Wen, Dean of College of Business Administration & Public Policy, California State University Dominguez Hills	Room 3
	Junior Camp Introduction to IMBA by Director Chen IMBA Faculty__Teaching and Research Experience: -IT: Director Chen -Finance: Prof. Yang and Prof. Hsieh -Marketing: Prof. Kao and Prof. Wang -Supply Chain & Technology Management: Prof. Chang	International Conference Room
13:50-14:00	Break	
14:00-14:50	Concurrent Sessions	Venue
	Topic: Frequency and maturation stage of dendritic cell during acute dengue viral infection. Introduction by Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University Speaker: Dr. Kovit Pattanapanyasat, Department of Research and Development, Faculty of Medicine Siriraj Hospital, Mahidol University	Room 2

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

✉ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 8th (Wednesday)		
Time	Agenda	
	<p>Topic: Developing Industry-Academia collaboration in Brunei Darussalam</p> <p>Introduction by Dr. Ching-Min Chen, Associate Vice President for International Affairs of National Cheng Kung University</p> <p>Speaker: Dr. David Koh, Vice-President (Research & Innovation) and Assistant Vice-Chancellor, University of Brunei Darussalam</p>	Room 3
	<p>Junior Camp</p> <p>Introduction to IMBA by Director Chen</p> <p>IMBA Faculty__ Teaching and Research Experience:</p> <p>-IT: Director Chen</p> <p>-Finance: Prof. Yang and Prof. Hsieh</p> <p>-Marketing: Prof. Kao and Prof. Wang</p> <p>-Supply Chain & Technology Management: Prof. Chang</p>	International Conference Room
14:50-15:20	Afternoon Tea	
15:20-16:10	Concurrent Sessions	Venue
	<p>Topic: Relative susceptibility of B cell subpopulations to apoptosis mediated by Fas molecule during acute dengue viral infection.</p> <p>Introduction by Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University</p> <p>Speaker: Dr. Nattawat Onlamoon, Division of Instruments for Research, Faculty of Medicine Siriraj Hospital, Mahidol University</p>	Room 2
	<p>Topic: Ecosystem of Entrepreneurial University in First Tech</p> <p>Introduction by Dr. Ching-Min Chen, Associate Vice President for International Affairs of National Cheng Kung University</p> <p>Speaker: Dr. Jyh-Cheng Yu, Dean, Office Research and Development, National Kaohsiung First Univ. of Science and Technology</p>	Room 3
	<p>Junior Camp</p> <p>-Guest University sharing: teaching and research</p> <p>Co-operation Opportunity Dialog</p> <p>-IIMBA Doctoral students organize sharing : 博士生人選(TBD) :</p> <p>Andree, Julie, Timothy, Sarah, Viet, Danny, An</p>	International Conference Room
16:10-16:20	Break	
16:20-17:10	Concurrent Sessions	Venue

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

✉ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 8th (Wednesday)		
Time	Agenda	
	<p>Topic: Host Genetic and Protection Against Severe Dengue Introduction by Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University Speaker: Dr. Sazaly Bin Abu Bakar, Tropical Infectious Diseases Research and Education Center(TIDREC), University of Malaya</p>	Room 2
	<p>Topic: Algal Growth Control Within Natural Water Purification Systems Introduction by Dr. Ching-Min Chen, Associate Vice President for International Affairs of National Cheng Kung University Speaker: Dr. Yeh, Tzung-Yuh, Department of Civil and Environmental Engineering, National University of Kaohsiung</p>	Room 3
	<p>Junior Camp -IIMBA Doctoral students organize sharing : 博士生人選(TBD) : Andree, Julie, Timothy, Sarah, Viet, Danny, An</p>	International Conference Room
17:10-18:00	Panel Sessions:	Venue
	<p>Topic: General discussion of international joint research Host: Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University Panelist: 1. Chu Jang Hann(Justin), Department of Microbiology, National University of Singapore 2. Dr. Kovit Pattanapanyasat, Department of Research and Development, Faculty of Medicine Siriraj Hospital, Mahidol University 3. Dr. Nattawat Onlamoon, Division of Instruments for Research, Faculty of Medicine Siriraj Hospital, Mahidol University 4. Dr. Sazaly Bin Abu Bakar, Tropical Infectious Diseases Research and Education Center(TIDREC), University of Malaya</p>	Room 2
	<p>Topic: Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University Speaker:</p>	Room 2
	Junior Camp	International

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

☎ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 8th (Wednesday)		
Time	Agenda	
	-IIMBA Doctoral students organize sharing : 博士生人選(TBD) : Andree, Julie, Timothy, Sarah, Viet, Danny, An	Conference Room
18:00-20:00	Welcome Dinner	

July 9th (Thursday)		
Time	Agenda	
9:00-10:30	Concurrent Sessions	Venue
	Topic: Molecular Epidemiology and Control of HIV Infection Introduction by Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents' Forum and Vice President for International Affairs of National Cheng Kung University Speaker: Dr. Yi-Ming (Arthur) Chen, Vice President of Kaohsiung Medical University	Room 3
	-Round table discussion -Industry opportunity sharing (業界講者名單待確認) Participants: Director Chen, Industrial enterprisers, senior administrators from Southeast Asia invited by Director Chen (IIMBA 邀請之東南亞學者, 業界專家)	International Conference Room
10:30-10:50	Morning Tea	
10:50-11:40	Concurrent Sessions	Venue
	Topic: The status of University - Industry collaboration in Vietnam and University - Industry partnership model in Vietnamese national university Ho chi minh (VNU-HCM) Introduction by Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents' Forum and Vice President for International Affairs of National Cheng Kung University Speaker: Dr. Huynh Quyen, Vice Director of Department of Science and Technology, Vietnam National University, Ho Chi Minh City	Room 3
	Junior Camp Ph. D. students demonstrate software, database, data analysis. 博士生人選(TBD) : Andree, Julie, Timothy, Sarah, Viet, Danny, An	International Conference Room
11:40-12:30	Concurrent Sessions	Venue
	Topic: Model of Industry-Academia Cooperation based on Institut Teknologi Bandung Experience	Room 3

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

☎ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 9th (Thursday)		
Time	Agenda	
	<p>Introduction by Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents' Forum and Vice President for International Affairs of National Cheng Kung University</p> <p>Speaker: Dr. Edwan Kardena, Director of Partnership and International Relations, Institute Teknologi Bandung</p>	
	<p>Junior Camp Ph. D. students demonstrate software, database, data analysis. 博士生人選(TBD) : Andree, Julie, Timothy, Sarah, Viet, Danny, An</p>	International Conference Room
12:30-13:30	Lunch Buffet	
	Concurrent Sessions	Venue
	<p>Topic: Cooperation Small And Medium Industry in Indonesia With Other Countries</p> <p>Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University</p> <p>Speaker: Mrs. Euis Saedah, Director General of Small and Medium Enterprises, Ministry of Industry, Indonesia</p>	Room 2
13:30-14:20	<p>Topic: Renewable Energy Policies in Taiwan: Experience for Vietnam</p> <p>Introduction by Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents' Forum and Vice President for International Affairs of National Cheng Kung University</p> <p>Speaker: Dr. Luu Quoc Dat, Faculty of Development Economics , Vietnam National University, Hanoi</p>	Room 3
	<p>Junior Camp Group Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project.</p>	International Conference Room
14:20-14:30	Break	
	Concurrent Sessions	Venue
14:30-15:20	<p>Topic: Emerging Market in Medical Aesthetic Industry in Indonesia - the challenge and opportunity</p> <p>Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung</p>	Room 2

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

✉ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 9th (Thursday)		
Time	Agenda	
	University Speaker: Mr. Stefanus Charlie, FA Director of Miracle Aesthetic Clinic Group, Miracle Aesthetic Clinic Group	
	Topic: The rotor design and configuration of a novel building integrated cross-axis-wind-turbine Introduction by Dr. Wei-Cheng Wang, Department of Aeronautics and Astronautics, National Cheng Kung University Speaker: Dr. Chong Wen Tong, Department of Mechanical Engineering, University of Malaya	Room 3
	Junior Camp Group Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project.	International Conference Room
15:20-15:50	Afternoon Tea	
	Concurrent Sessions Topic: Cooperation between Cambodian Higher Education Institutions and the Royal Government Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University Speaker: Dr. Hem Bonarin, Associate Dean, Academic Program Office, Pannasastra University of Cambodia, South Campus, Cambodia	Room 2
15:50-16:40	Topic: Academic Entrepreneurship and Industry Engagement at University of Malaya Introduction by Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents' Forum and Vice President for International Affairs of National Cheng Kung University Speaker: Dr. Rofina Yasmin Othman, Director for Technology Transfer Office, University of Malaya	Room 3
	Junior Camp Group Discussion: Every Professor mentors one group formed by one Ph.D. student	International Conference Room

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

✉ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 9th (Thursday)		
Time	Agenda	
	and one Junior Faculty member to work together and try to produce a simple research project.	
16:40-17:30	Concurrent Sessions	Venue
	Topic: Scenario Building & Exploration of Analytical Knife in Marketing Science Research: Perspective, Trend, and Obstacle for internationalization of Asian Marketing Scholar's Research Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University Speaker: Dr. Augusty Tae Ferdinand, DBA, Faculty of Economic and Business, Diponegoro University, Indonesia.	Room 2
	Junior Camp Group Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project.	International Conference Room

July 10th (Friday)	
Time	Agenda
08:00-17:00	Tainan vintage tour (Free for speakers and participants from Southeast and South Asia member universities.)
18:00-20:00	Farewell Party

July 11st (Saturday)	
Time	Agenda
9:00-10:30	Keynote speech : Texas A&M-Industry Collaboration in Medical Device Research & Development Introduction by Dr. Yu-Cheng Lin, Distinguished Professor, Department of Engineering Science, National Cheng Kung University Speaker: Dr. Michael J. McShane, IEEE Sensors Council President-Elect, Professor of Biomedical Engineering, Texas A&M University Venue: Conference Room 3, B1, International Conference Hall, Kuang-Fu Campus,

SATU Presidents' Forum

of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

☒ : National Cheng Kung University
No. 1, University Road,
701 Tainan City, Taiwan
☎ : +886-6-2099250
☎ : +886-6-2373551
✉ : satu@email.ncku.edu.tw
🌐 : <http://conf.ncku.edu.tw/satu>

July 11st (Saturday)	
Time	Agenda
	National Cheng Kung University
10:30-10:50	Morning Tea
10:50-11:40	Keynote speech : The Collaboration of Google Glass and CSUDH(California State University, Dominguez Hills) Business School: An Effective Learning Research using Wearable Technology in Higher Education Introduction by Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University Speaker: Dr. Joseph Wen, Dean of College of Business Administration & Public Policy, California State University Dominguez Hills Venue: Conference Room 3, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University
11:40-12:00	Closing
12:00-12:30	Lunch Box